Underwriting and Sponsorship Information

KRTU.Trinity.edu/sponsor-krtu

// Contact me

Monica Reina, Station Manager
KRTU-FM 91.7 // Trinity University
One Trinity Place
San Antonio, Texas 78212
mreina@trinity.edu. 210.999.8078
Why KRTU?

// Promote your business or event on-air or online at KRTU 91.7 FM.

// Reach an influential audience of engaged and affluent listeners.

// Increase awareness of your business among our community of well-connected, independent listeners.

// Make your message stand out by marketing your services on non-commercial, community radio.

Radio
- Radio reaches more U.S. adults each week, at 92%, than any other media platform.
- Nearly 64% of adults compliment their radio use with streaming audio through smartphones.

Community Radio
- Listeners tune in to discover new music and artists.
- Listeners enjoy unique original programming.
- Listeners are engaged and value local independent cultural organizations.

KRTU
- Provides 45 jazz and indie/alt rock radio programs.
- Provides affordable media support for the non-profit and for-profit business community.

KRTU is an FCC-licensed non-commercial, educational (NCE) radio station. As a registered non-profit organization, your support of KRTU in the form of underwriting or program sponsorship contributes toward the station’s ability to fulfill its mission of supporting music, education, and community outreach.

**Source: The Nielsen Company (US), LLC – Feb. 2020**
With a current service area of 3,059 square miles, your message will be heard by a diversity of individuals engaged in the San Antonio community and beyond.

Station Info: 91.7 FM
Station Wattage: 30,000 watts
Service Contour: 3,059 square miles
Service Population: 2.4 million
High-density member zip codes: 78209, 78212, 78230, 78232, 78248, 78247
Underwriting 2020-2021

Programming and Rates: On Air

Rates for On-air Announcements:

<table>
<thead>
<tr>
<th>Jazz</th>
<th>5AM – 10PM</th>
<th>$40</th>
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<tbody>
<tr>
<td>Indie Overnight</td>
<td>10PM – 5AM</td>
<td>$20</td>
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- Custom packages and program or event sponsorships are available.
- Nonprofit organizations qualify for a 15% discount on all underwriting packages.
- Note: Minimum order of $500.00 on all underwriting packages.

Underwriting on Non-commercial radio is the most cost-effective decision you can make when determining to invest your marketing dollars.

Radio production costs less than TV and print and is less expensive to buy than most major media, allowing advertisers to afford maximum reach.

rab.com. Radio Advertising Bureau 2017
Programming and Rates: Digital

// Digital Profile

Broadcast Web Stream
- 30,000 avg. monthly impressions
- 3,000 avg. monthly unique IP addresses

KRTU.ORG Website
- 2,500 avg. monthly users
- 3,000 avg. monthly pageviews
- 79.5 % new users & 25.5 % returning users

Social Media Jazz Indie Total

Facebook 7,500+ 3,000+ 10,500+
Instagram 1,600+ 1,400+ 3,000+
Twitter 2,000+ 1,700+ 3,700+

Monthly e-Newsletter
- 3,500+ subscribers
- 50% open rate

// Digital Promotion Packages

Add a digital package to your marketing initiative

Events Basic Package w/On-Air
- Website: Upcoming events webpage and main page listing with event link
- (E) Newsletter: event listing
- Social Media: 1-3 posts
- Total value: $300

Business Branding Package
- (E) Newsletter sponsorship with link
- Website main page with business link
- Broadcast web stream banner with link
- Total value: $1500 - monthly duration
- Available individually - $500 each

Underwriting 2020-2021
Underwriting On-Air Copy Guidelines

The Underwriting Process:

1. Identify your promotional goal and budget.
2. Contact Monica Reina at mreina@trinity.edu or 210.999.8078.
3. KRTU will prepare your contract.
4. Approve language for on-air underwriting spot. *(see below for guidelines)*
5. Determine announcement run of schedule.
6. Submit payment.
7. Affidavit and paid receipt provided after run of schedule is complete.

FCC Guidelines:

Underwriting announcements may:
- Describe your business.
- Identify facilities, services, products or event.
- Describe your corporate mission.
- Inform the public of events you sponsor.
- Include a corporate slogan, so long as it is not flagrantly promotional.
- Include a web address, phone number and street address for your business.
- Indicate the number of years you have been in business.
- Include the name of a nonprofit organization you support, although it must be clear that you are providing the funding for the announcement

Underwriting announcements may not:
- Use qualitative language. *(e.g., award winning, leading, etc.)*
- Use comparative language. *(e.g., better, best, oldest etc.)*
- Use a call to action (“Visit our store...”).
- Use an inducement to buy, sell, rent or lease.
- Make references to price or value. *(e.g., free, discount specials, etc.)*
- Use personal pronouns, unless as part of a slogan

*All Underwriting messages are pre-recorded by KRTU staff. KRTU has final discretion on all on-air copy.*